

BHAAVYA MATHUR

Level Designer | Interactive Media Artist
Los Angeles, CA | bhaavyamathur.work@gmail.com | [Portfolio](#) | [LinkedIn](#)

EDUCATION

Southern California Institute of Architecture (SCI-Arc) – MS Fiction & Entertainment (Game Development Focus) | **2023–2024**

Sir JJ College of Architecture – B.Arch (Specialization: 3D Modeling & Rendering) | **2018–2023**

EXPERIENCE:

UI/UX Developer — Boston Advisory Financial Group Inc | Remote | Sep 2025 – Present |

Team of 3

- Designed and implemented **CIB portal UI/UX**, including dashboards, flows, and page hierarchies for financial workflows
- Created **3 high-fidelity prototypes** with iterative back-and-forth testing, optimizing client onboarding
- Developed **5 reusable templates** to improve consistency and legibility
- Portal is **live**, enhancing workflow clarity and client adoption
- **Tools:** Figma, Adobe Creative Suite

UI/UX Designer — Allied IT Consultancy LLC | Remote | Aug 2024 – Aug 2025

- Designed **website UI/UX**, integrating **AR experiences in 3 pages** to enhance interactivity
- Developed **7 prototypes** with iterative design updates, component libraries, and templates
- Improved user engagement and interactive design efficiency
- Project **in pilot phase** awaiting adoption
- **Tools:** Figma, Adobe Creative Suite, Unity, Blender

Experience Designer — Netflix (Stranger Things Launch) | Cic La Via, LA | Nov 2025

- Designed **interactive puzzles and visual structures** for **100+ participants** with real-time simulations
- Oversaw event execution with **1,000+ footfall**, including carpet, signage, and puzzle placement
- Led setup, packing, and logistics for **3 in-game puzzle installations**
- **Tools:** SketchUp, AutoCAD, Unreal Engine, Blender, MidJourney

Graphic Designer — Instacart Game | Remote | Jan 2026

- Designed **48 Loteria game cards and 4 table layouts**, including **3 iterative versions** for print
- Styled cards with **watercolor UI and interactive design elements**
- **Tools:** Photoshop, MidJourney

Visual / Experience Designer — SpermRacing Competition | LA | Apr 2025 | Team of 5

- Designed **8 versions of 3D event set**, including stage, lighting, signage, and interactive visuals
- Simulated pre-visualization for **1,000+ attendees** to optimize layout and visual experience

- Coordinated setup and execution with production teams
- **Tools:** SketchUp, Vectorworks, Unreal Engine, AutoCAD, Blender

Production Lead — VIBE Music Video (50M+ views) | Vegas

- Coordinated **talent, wardrobe, makeup, and production teams**, managing schedules and logistics
- Ensured smooth execution of production workflows, catering, and on-set coordination
- Assisted with **minor VFX compositing**
- **Tools:** Photoshop, After Effects

Exhibiting Artist — Atelier Agora Cultuur & Campus Putselaan | Nov 2025

- Displayed **Kaali Peeli and Ghar interactive media installations** for **300+ attendees**
- Demonstrated **playtesting insights and interactive UI/UX design**
- **Tools:** Unreal Engine, Blender, MidJourney

Production Designer — Juniper Tree | LA | Jan 2024 – Dec 2024 | Team of 8

- Managed **art department of 6**, designed sets, budgeted materials, and produced technical drawings
- Previsualized digital set in **Unreal Engine**, ensuring camera and crew movement feasibility
- Built **physical set over 2 months**, incorporating mixed media (wood, chicken wire, paper, mud, moss)
- Supervised on-set setup, inspections, and post-shoot disassembly
- **Tools:** Unreal Engine, Blender, Maya

Art Director — The Choice | LA | Feb 2024 | Team of 2

- Coordinated **props, materials sourcing, and art direction**, aligning colors with character emotions
- Set visual tone to communicate narrative cues to viewers
- **Tools:** Photoshop, Blender, SketchUp

Graphic Designer — YourBookTeam | Remote | Team of 9

- Designed **5 book covers** with **3+ mockups each**, completing **100+ iterations** over 6 months
- Produced **60 inside-page illustrations**, back covers, spines, posters, and **social media symbols/signage**
- Collaborated closely with team on iterative revisions
- **Tools:** Photoshop, MidJourney, Canva, Illustrator

Architectural Intern — Hiten Sethi & Associates | Mumbai | Nov 2020 – May 2022 | Team of 5

- Managed timelines, vendors, and NOC/legal coordination for multiple architectural projects
- Conducted site visits, design iterations, and rendered presentations for marketing and project approvals
- **Tools:** AutoCAD, SketchUp, Lumion, Revit, Photoshop, Canva

Founder & Graphic Artist — Malacus | Mumbai | Nov 2020 – Aug 2023

- Created **handmade product packaging, logos, labels**, and digital marketing content
- Managed social media promotion, sales, and brand presence for multiple small businesses

- **Tools:** Canva, Photoshop, Procreate, After Effects

Kaali Peeli — Narrative Game | LA | Aug 2023 – Aug 2024

- Built **full interactive game**: story, visual style, HUD/UI, assets (100+), rigging, texturing, and blueprints
- Developed **cinematics for intros, opening sequences, and trailers**
- Mapped **Mumbai city roadworks** into playable game loop
- Playtested with **300+ participants**, incorporating feedback into gameplay and visuals
- **Tools:** UE5, Blender, Maya, MidJourney, Visual Studio, AutoCAD, SketchUp, Procreate, Canva, OpenAI, Rhino

Ghar — Interactive Escape Room Game | LA | Aug 2023 – Aug 2024

- Designed **4-room labyrinth**, 3D modeled, kitbashed assets, textured and lit environment
- Created **cinematics for intro sequences and tutorials**
- Fabricated prototype for **lock systems** and tested gameplay with **300+ attendees**
- **Tools:** UE5, Blender, Maya, MidJourney, Visual Studio

Dragogal — Mobile Game | LA | Feb 2025

- Designed **2.5D mobile game UI**, coded gameplay progression for **PC and Android**
- Developed user interface and interactions compatible across platforms
- **Tools:** Photoshop, Unity, Visual Studio, OpenAI

Quaran-TIME — Board Game | Mumbai | Jan 2020 – Dec 2020 | Team of 6

- Designed **physical board and 8 categories of cards** (20+ cards each, plus 10 action cards)
- Developed **gameplay mechanics, UI, and prototype testing**
- Produced **technical drawings for fabrication of game pieces and components**
- **Tools:** Canva, Photoshop, SketchUp

MythX — Animator | Sep 2025

- Created **2 AI-generated animation videos** and **1 motion graphic intro** for mythological stories
- Edited visuals for narrative alignment, including **sound, timing, and motion polish**
- **Tools:** MidJourney, Unreal Engine, Blender, After Effects, Premiere Pro, ZBrush

Novaryd — Product Design & Digital Content Creator | Remote | Contract | Team of 4

- Led creation of **40+ content assets** across 6 templates, managed team of 3
- Developed **16-page app UI**, including standard and dark modes, dashboards, and workflows
- Increased social media impressions by **~30%** through structured content strategy
- Managed **calendars, production, editing, budgeting, and cross-platform UGC**
- **Tools:** Photoshop, MidJourney, Excel, Figma, Canva